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(71)Applicant : YAMAHA CORP

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(54) PORTABLE PHONE

(57)Abstract:

PROBLEM TO BE SOLVED: To provide a portable phone that can select a ringer melody without troublesome operations.

SOLUTION: The portable phone K that can receive advertisement data including advertisement melody data and advertisement video data delivered by an advertisement distribution means connected to a telephone line, is provided with a reception means 6 that receives advertisement data distributed by the distribution means, reproduction means 5, 11 that reproduce the advertisement data received by the reception means and a control means 1 that allows the reception means 6 to receive the advertisement data when the portable phone K receives an incoming call and then allows the reproduction means 5, 11 to reproduce the advertisement data received by the reception means 6 for the advertisement reproduction.

